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YOUR PRIVACY RIGHTS

Rackspace Technology Global, Inc. and its worldwide affiliates ("Rackspace Technology," "we," "us," "our") are committed to upholding privacy principles and practices that are fair, transparent and in compliance with applicable laws. This privacy notice ("Notice") describes how and where Rackspace Technology collects, uses and shares Personal Information (as defined below).

Jump to Contents:

1. SCOPE **2**

2. COLLECTION OF PERSONAL INFORMATION BY RACKSPACE TECHNOLOGY **2**

3. PURPOSES AND LEGAL BASES FOR PROCESSING YOUR PERSONAL INFORMATION **4**

4. DISCLOSURE, SELLING OR SHARING OF PERSONAL INFORMATION **5**

5. DURATION OF PROCESSING OF PERSONAL INFORMATION **6**

6. HOW TO ACCESS AND CONTROL YOUR PERSONAL INFORMATION **6**

7. HOW RACKSPACE TECHNOLOGY STORES AND PROTECTS PERSONAL INFORMATION **7**

8. REVIEW AND MAINTENANCE **8**

9. CONTACT RACKSPACE TECHNOLOGY ABOUT PRIVACY **8**

10. RELATED DOCUMENTS **8**

11. ANNEX 1 ..... **8**

1. Scope

This Notice applies to information that can be used to identify an individual or that relates to, describes, or is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with an individual or in some cases, a household; only where Rackspace Technology collects such information from the individuals listed below ("**Personal Information**"):

- job applicants, visitors and users of Rackspace Technology websites;
- prospective and current Rackspace Technology customers (excluding information hosted or stored by customers or submitted by customers' end users to or through Rackspace Technology services);
- service providers and business partners; and
- other individuals with Rackspace Technology (excluding Rackspace Technology employees, workers and contractors).

Rackspace Technology websites may contain links to websites operated by third parties. Rackspace Technology is not responsible for the content, security, or privacy practices of those websites. Individuals are encouraged to review the privacy notice of any third-party website before submitting Personal Information. Where a Rackspace Technology website is accessed through a link or banner advertisement placed on a third-party website, the operator of that third-party website may independently collect information from individuals who interact with the link or advertisement. Such collection is outside Rackspace Technology's control and is governed by that third party's privacy notice and applicable law.

2. Collection of Personal Information by Rackspace Technology

Rackspace Technology may collect Personal Information through the methods described below. The data controller of Personal Information will depend on the interactions between the individual and Rackspace Technology (but generally the data controller will be the entity that has contracted with the data subject).

- **Information you provide directly to us**. We may collect Personal Information, such as name, address, phone number, email address, payment information (such as credit or debit card number), and other information that is entered directly into or in connection with our websites, or when you contact or engage us in relation to services. Generally, Personal Information is requested when: (i) Customers log into the websites or online portals for services or otherwise request services; and (ii) visitors to Rackspace Technology websites request certain information about our services. Failure to provide the requested Personal Information may result in the inability to access all or portions of the websites or purchase services. We may also collect Personal Information provided by individuals through our customer service teams and survey results.
- **Information we collect automatically when you visit our websites**. We automatically collect information when individuals interact with our websites and when customers use our services. When you interact with Rackspace Technology websites or email addresses, your device automatically transmits the following information to us:
    - Browsing and usage data: pages visited, page view statistics, clickstream data, and traffic to and from the sites;
    - Device and connection data: IP address, device ID or unique identifier, device type, operating system, computer and connection information, mobile network information, referral URL;
    - Location data: non-precise geo-location information inferred from the IP address; and
    - Advertising and analytics data: advertising information and standard web log information.
- **Information generated through the provision of services**. When customers use our services, we automatically generate and collect technical and operational information related to the provision of those services, including: log data, performance metrics, configuration data, API call records, resource utilization statistics, error reports, security monitoring and threat detection data, and infrastructure management telemetry. This information is generated by Rackspace Technology's systems and tools in the course of

delivering, maintaining, securing, and optimizing the services. This information does not include the content of data that customers store, transmit, or process using our services. Processing means any operation or set of operations (including collecting, storing, organizing, using, disclosing and destroying) that is performed upon Personal Information, whether done by automatic means or otherwise.

- **Information we collect using tracking technologies**. Anonymous information may also be collected through the use of cookies, web beacons or similar technologies. These technologies expedite the user login process, remember user experience settings, analyze trends, administer the website, track users' movements around the website, and gather demographic information about Rackspace Technology's user base as a whole (to the extent legally permissible in certain jurisdictions). You can control the use of cookies at the individual browser level. You may opt out of interest-based advertising or other forms of tracking by or on behalf of Rackspace Technology by using the cookie consent tool accessed through the cookie icon in the lower left corner of the website, or by the other mechanisms set out in the Rackspace Technology Global Cookie Notice, but if you choose to disable cookies it may limit your use of certain features or functions of Rackspace Technology websites or services. The Cookie Notice provides additional information about the use of cookies and other similar tracking technologies.

  Rackspace Technology marketing-related emails contain "web beacon pixels" to determine if the emails are opened; and combined with other technology, to verify any clicks through to links within the email, and to distinguish humans from machines. We may use this information for purposes including determining which emails are more interesting to you and to query whether users who do not open our emails wish to continue receiving them. The pixel will be deleted when you delete the email. If you do not wish the pixel to be downloaded to your device, it is recommended that links sent to you by Rackspace Technology are not opened.

  We may partner with a third party to display advertising on Rackspace Technology websites or to manage Rackspace Technology advertising on other sites. The third-party partner may use cookies or similar technologies in order to provide you with advertising based upon your browsing activities and interests. If you wish to learn more about opting out of interest-based advertising, please see here or here. Please note that you may continue to receive generic ads.

  Do-Not-Track (DNT) is an optional browser setting that allows you to express your preferences regarding tracking done by advertisers and other third parties. Rackspace Technology does not currently respond to DNT signals. Therefore, please be advised that third-party web analytics companies may collect information about your online activities over time and across our websites and other online properties.

- **Information we receive from other sources**. We work closely with third parties (e.g., business partners, service providers, subcontractors, advertising networks, analytics providers, social media platforms, event organizers, credit reference agencies, fraud protection services, channel partners or resellers) and may receive information about individuals from those third parties. This information may include account information, name, address, telephone number, job role, office location, publicly available employment profile, approximate location (based on reverse IP lookup), service and support information, product or service preferences, browsing habits, credit history or other publicly available information. Rackspace Technology may use this information in conjunction with contact details, transaction history, and professional information for the reasons outlined in this Notice including, but not limited to, providing relevant marketing or support, better understanding preferences and detecting or preventing fraud.

- **Social media platforms or other forums**. We may receive certain information that is stored or processed by third parties, such as the social media sites Facebook®, Twitter® and LinkedIn® when users interact with us through these social media platforms. Rackspace Technology websites may include social media features such as the Facebook "Like" button, and widgets such as the "share this" button. These features may collect user IP addresses as well as details of the pages visited on our websites by the user. Social media features and widgets are either hosted by a third party or hosted by our websites. Each social media platform may have its own privacy notices that specifically govern its use of social media features.

  In addition to social media sites, Rackspace Technology websites may also collect information through other channels such as digital bulletin boards, blogs or forums. Any Personal Information submitted via such a channel may be read, collected or used by others who visit these forums, and may be used to send unsolicited messages.

- **Electronic Video Surveillance Systems**. We use Electronic Video Surveillance Systems ("EVSS") to protect the physical security of Rackspace Technology properties, workplaces, people and data in line with applicable laws. Rackspace Technology does this to comply with contractual obligations (e.g., with customers and insurers) and our internal physical security policies to safeguard our properties, workplaces, people and data.

Rackspace Technology does not sell products or services for purchase by children, and we do not knowingly solicit or collect Personal Information from children under the age of eighteen (18). Rackspace Technology does not target any Rackspace Technology website or service toward children. If you believe that a minor has disclosed Personal Information to us, please contact us at privacy@rackspace.com with a deletion request.

The categories of data that Rackspace Technology collects and discloses for a business purpose may include sensitive personal information (as defined under the California Consumer Protection Act, "**CCPA**"). Rackspace Technology does not process or disclose sensitive personal information for any purpose not expressly permitted by the CCPA.

3. Purposes and Legal Bases for Processing Your Personal Information

We may process Personal Information for the following purposes, including commercial purposes:

Purpose	Legal Basis
Operate the Rackspace Technology websites.	1) **Necessary for the performance of a contract** or similar arrangement to which you are a party; and/or 2) **Legitimate interest**, more specifically, Rackspace Technology's economic interest in offering you services.
Process data in accordance with your employment or contractor application and potential engagement with Rackspace Technology, and/or otherwise assess your suitability for such engagement with Rackspace Technology.	1) **Negotiations to enter into a contract**; 2) **Necessary for the performance of a contract** or similar arrangement to which you are a party; and/or 3) **Legitimate interest** in assessing your suitability for the relevant role.
Process payments for services purchased.	1) **Necessary for the performance of a contract** or similar arrangement to which you are a party.
Process data through advanced technologies including AI and machine learning to: (a) deliver, maintain, and optimize our Services and infrastructure; (b) detect and prevent security threats, fraud, and service disruptions; (c) provide and improve customer support, including troubleshooting and resolving customer issues, through automated and human-assisted channels; (d) analyze service usage patterns and operational metrics to identify trends and improve service quality; and (e) develop enhanced service capabilities and new offerings.	1) **Necessary for the performance of a contract** to deliver reliable, secure, and optimized Services as described in your service agreement; 2) **Legitimate interests** in: (i) operating resilient and efficient infrastructure; (ii) maintaining service security and preventing disruptions; (iii) improving service quality and developing innovations; (iv) providing effective customer support; and (v) optimizing resource allocation and service delivery, subject to appropriate safeguards for your rights and freedoms; 3) **Legal obligations** for security monitoring and incident response as required by applicable data protection and cybersecurity regulations.
Distribute alerts concerning service upgrades, special offers, white papers, upcoming events, and	1) Where required, explicit consent before or at the time of Personal Information collection; 2)

webinars, updated information about existing and new services from Rackspace Technology or Rackspace Technology partners and to measure the effectiveness of these communications.	**Necessary for the performance of a contract** or similar arrangement to which you are a party; and/or 3) **Legitimate interest**, more specifically, Rackspace Technology's economic interest in informing you about services and/or making personalized offers.
Provide or operate certain services that may engage in automated decision-making or profiling.	1) **Legitimate interests** of Rackspace Technology in identifying and engaging prospective customers and improving service delivery; 2) **Necessary for the entering into or the performance of a contract**; and/or 3) **Explicit and informed consent**, which may be withdrawn at any time. You may have the right not to be subject to a decision based solely on automated processing or profiling which produces legal effects concerning you unless it is necessary for entering into, or the performance of, a contract between you and Rackspace Technology or you have given your explicit consent to do so.
Improve the security and functioning of Rackspace Technology websites, networks, and information.	**Legitimate interest** in providing a quality user experience and ensuring networks and information are secure.
Operate and manage Rackspace Technology business operations, including physical site security.	1) **Necessary for the performance of a contract** or similar arrangement to which you are a party; 2) **Legitimate interest** in ensuring the proper functioning of Rackspace Technology business operations (including maintaining facilities and infrastructure; conducting research, analytics, and data analysis; quality and safety assurance; performing accounting, audit, and other internal functions; obtaining and administering insurances; and maintaining records); and managing security of Rackspace Technology (including of physical sites, conducting risk and security controls and monitoring, performing identity verification, and detecting and preventing fraud).
Comply with other purposes as required or permitted by law.	**Compliance with legal obligations** including legal claims, pending or ongoing litigation, law enforcement investigations, and regulatory compliance.

4. Disclosure, Selling or Sharing of Personal Information

Rackspace Technology may disclose Personal Information to, or share Personal Information with, third parties, who may be located in a different country, including:

- **Rackspace Technology** affiliates - when affiliates need to process Personal Information for the purposes listed above (e.g., for the purpose of providing services).

- **Service providers and partners** - to the extent needed for service providers to supply services to Rackspace Technology (e.g., hosting, technical support, data analysis and insight, customer service, survey tools, marketing, payment processors, billing, and assistance with financial transactions), or for Rackspace Technology to receive the benefit of partnership (e.g., with collaborators with whom we jointly develop or promote services, including sponsorships and co-branded opportunities and promotions).
- **General Public** - when you choose to disclose Personal Information when contributing content to Rackspace Technology through public forums, blogs, social features, or the like.
- **Other third parties** - at your direction; for any other purpose with your consent (where such consent is a lawful basis for processing under applicable law); where Rackspace Technology sells all or a part of the company, is part of a merger, consolidation, restructuring, sale of company stock, and/or sale of assets or other corporate change, where your information may be transferred as part of that transaction; or where Rackspace Technology reasonably believes it is appropriate to comply with the law (e.g., to public authorities) to enforce its legal rights and/or to protect the rights and safety of others.

You acknowledge that: (i) you are accessing a website that is based in the United States; (ii) you are providing Personal Information to a company in the United States; and (iii) Rackspace Technology must adhere to laws of the United States. You agree that Personal Information collected on Rackspace Technology websites may be stored and processed in the United States or any other country in which Rackspace Technology, its affiliates, partners, service providers, or agents maintain facilities, and while in such jurisdictions may be subject to access pursuant to the laws of those jurisdictions. Each of these countries have different privacy laws that afford varying levels of protection for Personal Information, and such laws may be less stringent or may not be as comprehensive as those laws that exist in your country. Further information on how Rackspace Technology responds to law enforcement requests can be found at the Rackspace Technology Privacy Center.

Rackspace Technology takes appropriate contractual and other steps to protect shared Personal Information in accordance with this Notice and applicable law. We maintain an Intragroup Data Processing Addendum (including European Commission's Standard Contractual Clauses, UK International Data Transfer Addendum, and additional guarantees to protect the rights of data subjects) governing the transfer of Personal Information between Rackspace Technology and its affiliates. We enter into data processing agreements with other third parties as appropriate (including European Commission's Standard Contractual Clauses, UK International Data Transfer Addendum, and additional guarantees to protect the rights of data subjects, as appropriate). In more limited cases, we will consider whether any of the derogations available under European and UK law apply to the overseas transfer of data. Rackspace Technology's privacy practices, described in this Notice, also comply with the APEC Cross Border Privacy Rules System ("CBPR"). The APEC CBPR system provides a framework for organizations to ensure protection of Personal Information transferred among participating APEC economies. More information about the APEC framework can be found here. Please contact Rackspace Technology as set out below if you would like to see a copy of the specific safeguards applied to the export of your Personal Information.

We do not sell Personal Information for monetary consideration; and do not knowingly share or sell (as defined by California law) Personal Information of minors under 16 years of age.

5. Duration of Processing of Personal Information

Rackspace Technology will retain and may process Personal Information where we have a justifiable business need to do so, and for as long as it is necessary to fulfil the objective of the relevant processing, unless a longer retention period is required or permitted by law (such as legal, tax or accounting reasons). When Personal Information is no longer needed for the purpose for which it was collected, or after the period prescribed by law expires, we either irreversibly anonymize the Personal Information (and we may further retain and use the anonymized information), or securely destroy the Personal Information.

6. How to Access and Control Your Personal Information

Rackspace Technology honors your choices. You can choose whether you wish to receive promotional emails, SMS messages, telephone calls, and postal mail from Rackspace Technology by using the opt-out methods

described in that communication. For example, if you wish to stop receiving email marketing communications from us, you may click the “unsubscribe” link at the bottom of the relevant email marketing communication or by following the instructions detailed in the communication. For SMS messages, you may unsubscribe from text messages you previously consented to by following the prompt provided on the messages. You can also unsubscribe by contacting us as set out below. Rackspace Technology will work to comply with your request promptly. There are certain service notifications and other non-promotional emails that you may not opt out of, such as notifications of changes to Rackspace Technology services, terms or policies.

You may contact Rackspace Technology as set out below to exercise any rights you may have pursuant to applicable law (in some cases, where certain conditions are met and subject to certain exemptions) regarding your Personal Information held by us at any time, including any rights to: (i) request rectification of inaccurate Personal Information or completion of incomplete Personal information; (ii) request the restriction of processing (and while a restriction is in place, Rackspace Technology will not process your Personal information); (iii) object to processing based on Rackspace Technology’s legitimate interests; (iv) revoke consent to processing (this will not affect any use of the data made before withdrawal of consent, and Rackspace Technology may still be entitled to hold and process Personal Information to the extent Rackspace Technology is entitled to do so on bases other than consent); (v) request deletion; or (vi) request details of Personal Information held by Rackspace Technology, or a copy to be provided, to you or another designated person (including in a widely used, readable computer form).

If you are a California resident you also have the following rights in respect of certain Personal Information held by Rackspace Technology (which may be subject to certain exemptions): to request access (which may normally be exercised free of charge); to request correction, if your Personal Information is inaccurate or misleading; to request the deletion of your Personal Information; data portability (i.e., to receive your Personal information in a structured, commonly used and machine-readable format, and to transmit that data to another controller); and not to be retaliated against for the exercise of CCPA rights. As noted above, Rackspace Technology discloses some categories of Personal Information in connection with certain types of advertisements that may be considered a share or sale under the CCPA (Rackspace Technology processes opt-out preference signals in a frictionless manner and may respond to some alternative opt-out signals).

These rights are not absolute. For example, Rackspace Technology may be unable to fulfill a deletion request in full where retention is necessary to: continue providing service to you; collect fees owed; resolve disputes or troubleshoot problems; support investigations or prevent fraud; enforce customer or user agreements; establish, exercise or defend legal claims; or otherwise comply with applicable law.

Subject to legal and other permissible considerations, Rackspace Technology will make reasonable efforts to honor your requests set out above promptly in accordance with applicable law; or inform you if further information is required in order to fulfil the request. To protect your privacy, we may ask for additional information to confirm or verify your identity and for security purposes before processing and/or honoring your request. Failure to verify your identity may result in your request not being processed. Rackspace Technology also takes steps to ensure that only you or your authorized representative can exercise rights with respect to your information. If an authorized agent makes a request on your behalf, Rackspace Technology may require and request additional information to protect your Personal Information entrusted to Rackspace Technology, including information to verify that they are authorized to make that request (and have sufficient access to your laptop, desktop, or mobile device to exercise these rights digitally). If you are an authorized agent trying to exercise rights on behalf of a California resident, please contact Rackspace Technology at the contact information below with supporting verification information, which includes proof that you have access to the consumer’s interface and proof of your own identity. If your request would adversely affect the rights and freedoms of others (for example, would impact the duty of confidentiality we owe to others), or if Rackspace Technology is legally entitled to deal with your request in a different way than initially requested, Rackspace Technology reserves the right to do so. Where required by applicable law, we will notify you if your request is denied and the reasons why Rackspace Technology is unable to honor your request.

7. How Rackspace Technology Stores and Protects Personal Information

We may contact you to alert you of upcoming events, webinars, white papers and promotional campaigns relating to our products and services. If we determine that your explicit consent is needed to send marketing communications, we will obtain that consent before or at the time of Personal Information collection.

Rackspace Technology endeavors to protect the security of your Personal Information. We have implemented appropriate administrative, technical, and physical safeguards to seek to prevent loss, misuse, alteration, unauthorized access to, or unlawful or unnecessary processing of Personal Information (including storing Personal Information on computer servers with limited access that are located in controlled facilities). Unfortunately, Rackspace Technology cannot guarantee that the technical, physical and organizational measures that it takes will prevent every security threat. Nor can Rackspace Technology guarantee that Personal Information will not be improperly accessed, used, altered or destroyed. Rackspace Technology shall notify you of any material breach in accordance with applicable law. To help maintain the security of Personal Information that you provide to Rackspace Technology, you should take common sense steps such as keeping your passwords private.

8. Review and Maintenance

This Notice may be amended at any time. Changes to this notice become effective when Rackspace Technology notifies of any material changes, and/or posts the revised notice on its website. Rackspace Technology encourages you to review this notice regularly to be informed of how we are collecting and protecting Personal Information. If we make material changes to this notice, we will take suitable measures to notify you in a manner that is consistent with the significance of the changes made, and as required by applicable law.

9. Contact Rackspace Technology About Privacy

If you are a Rackspace Technology customer and have a privacy related question about our services or the data that you host with us, please contact your Rackspace Technology support team or service delivery manager. If you receive hosting or other services from a Rackspace Technology customer, and have privacy related questions about those services, please contact your supplier directly (and if a violation of Rackspace's Acceptable Use Policy, you may report this to Rackspace Technology abuse@rackspacetechnology.com). Such matters are not covered by or related to this Notice.

If you would like to exercise your rights as to your Personal Information or have questions, concerns, inquiries or complaints about this Notice or our privacy practices, please contact Rackspace Technology at privacy@rackspace.com. Although electronic notice is preferred, you may also write to Rackspace Technology at: Chief Privacy Officer, Rackspace Technology, 19122 US 281, Suite 127, San Antonio, TX 78258. California residents may also exercise their right to opt out of the sale or sharing (as defined under the California Consumer Privacy Act) of Personal Information by visiting the Rackspace Technology Do Not Share or Sell My Personal Information page.

If you have an unresolved privacy or data use concern that Rackspace Technology has not addressed satisfactorily, please contact our U.S.-based third party dispute resolution provider (free of charge) here. Where applicable, in the UK and EEA, individuals may also reach out to their national privacy authorities and ask for their support, and Rackspace Technology is committed to coordinate and collaborate with applicable privacy regulators or authorities (details of the UK privacy regulator can be found at www.ico.org.uk and EEA privacy regulators at here).

10. Related Documents

From time to time, Rackspace Technology may provide other information about data collection, processing and sharing practices. These additional notices may supplement this Notice; provide further options related to how data is processed; clarify privacy practices described in this Notice; or, where services are provided by Rackspace Technology on a bespoke basis, vary the information set out within this Notice. If you are a Rackspace customer this Notice may be referenced in any contact form incorporated in your Service Order or online order process, however this Notice is separate from and does not form part of your customer agreement.

11. Annex 1

Below are the categories of Personal Information that Rackspace Technology has collected and disclosed for a business purpose or shared with third parties in the past twelve (12) months.

Personal Information Collected	**Third parties to whom Personal Information may be disclosed**	**Third parties to whom Personal Information may be sold and/or shared (as defined under the CCPA)**
Personal contact information (e.g., name, address, phone number, email); identifiers (e.g., information about the pages accessed, computer IP address, device ID or unique identifier, device type, non-precise geo-location information, computer and connection information, mobile network information, statistics on page views, traffic to and from the sites, referral URL, advertising information, and standard web log information, job role); demographic information (e.g., gender, age, date of birth); EVSS information; other information shared by using social features or third party services (e.g., organizations, links, and other information included on your social profile page).	Rackspace Technology affiliates, service providers and partners, general public (as set out above), government/law enforcement (where necessary).	Analytics providers, and advertising technology companies.
Internet or other electronic network activity information (e.g., such as hardware model, device software platform/OS and firmware, mobile carrier, preferred languages, and in some cases, browser type, internet service provider, referring/exit pages and URLs, and clickstream data); inferred information (e.g., non-precise geolocation information, or approximate location as inferred from IP address).	Rackspace Technology affiliates, service providers and partners, government/law enforcement (where necessary).	Analytics providers, and advertising technology companies.
Commercial and financial information (e.g., transaction history, credit reference, billing and payment information).	Rackspace Technology affiliates, service providers and partners, government/law enforcement (where necessary).	N/A